

1. (Currently amended) A business method for a protective member manufacturer relating to beverage cans comprising:

the protective member manufacturer conveying by revenue producing profit making sale to third party advertisers a right to attach indicia to protective members to be adhered to the cans;

manufacturing the protective members;

applying indicia to the protective members;

imposing a chemical treatment on the protective members such that adhesive will bond more strongly to the members and less strongly to metal of the cans such that no adhesive residue is left on the cans after removal of the protective members; and

adhering the protective members to the cans to form a substantially wrinkle free skin tight seal between the protective member and at least a portion of the mouth contact area of the cans.

2. (Currently amended) The method of claim 1 in which ~~conveying the right to attach indicia to protective members to be adhered to beverage cans is achieved by selling the right to third parties who~~ party advertisers are neither a can filler nor a protective member manufacturer.

3. (Original) The method of claim 1 in which manufacturing the protective members further comprises making them in an hourglass configuration to facilitate adherence to a top and convex side of a can without deformation, without heat shrink application,

and without wrinkling of a material of the protective member.

4. (Original) The method of claim 1 in which manufacturing the protective members further comprises making them primarily from a base of medium density polyethylene mixed with a fifteen to twenty-five percent (15% - 25%) addition of linear, low density polyethylene.

5. (Original) The method of claim 4 which further comprises formulating the protective members such that they have physical characteristics to accommodate both cut and stack and pressure sensitive methods of application, and also retain enough softness and suppleness to precisely conform under application pressure, in a skin tight manner, to the contours of the cans.

6. (Original) The method of claim 4 in which manufacturing the protective members further comprises making them biodegradable regardless of the presence of light and air using a biodegradation additive combined with the polyethylene blend.

7. (Original) The method of claim 6 in which the protective member is tested for the presence of the biodegradation additive acting as a tracer to establish that a protective member lacking this tracer is counterfeit.

8. (Original) The method of claim 4 in which manufacturing

the protective members further comprises making them antibacterial by formulating them using an additive that includes antibacterial concentrates.

9. (Original) The method of claim 1 in which manufacturing the protective members further comprises adding a miniature speaker, chip processor and a caseless battery so the protective members can generate sounds to consumers.

10. (Original) The method of claim 1 which further comprises sanitizing at least a portion of the cans.

11. (Original) The method of claim 1 in which the indicia is at least one of advertising, promotions, games of chance, premiums, collectibles, redeemables, merchandise acquisition means, discounts, prizes, public service announcements, instructional information, and warnings.

12. (Original) The method of claim 1 wherein protective members are adhered to cans using adhesive, wherein the adhesive may include at least one of the following characteristics: antibacterial, transparent, and formulated to release an aroma when the protective members are stripped away from the cans.

13. (Original) The method of claim 12 wherein the adhesive is formulated to remain tacky after the protective member is at

least partially removed from the can to facilitate reattachment of the protective member to a mouth contact area of the can when its contents are not fully consumed, thereby affording continuing protection for later consumption of remaining contents.

14. (Original) The method of claim 1 which further comprises using the protective member as an isolating layer and attaching to it additional indicia lacking any special preparation for proximity to beverages.

15. (Original) The method of claim 1 wherein indicia is applied to the protective members by printing.

16. (Original) The method of claim 15 which further comprises treatment of the protective members to accept and retain printing ink using a corona discharge.

17. (Currently amended) The method of claim ~~[[11]]~~ 12 wherein the indicia is only visible from an underside of the protective members through the transparent adhesive by reverse printing the indicia on transparent protective members, and then printing over the reverse printed indicia with an opaque layer.

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18. (Original) The method of claim 17 where the underside visibility of the indicia and opaque layer facilitates using the method for the games of chance, premiums, collectibles,

redeemables, merchandise acquisition means, discounts, and prizes without a consumer knowing in advance of protective member removal which of a plurality of chances the consumer has obtained.

19. (Currently amended) The method of claim 1 which further comprises imposing an anti-static chemical treatment on the protective member such that each one of the protective members will slide easily from [[the]] an adjoining member and not cling to it under high speed dispensing.

20. (Canceled)